


Hispanic Marketing: Different or the same?



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How Different: Hispanic Beliefs, Values, and Attitudes

- What my friends, family buy is good for me
 - Stay with a brand you know rather than switching
 - Live for today because tomorrow is uncertain
 - Prefer fresh foods
 - Collectivism, the group is more important than the individual
 - Loyalty, fear of the unknown, risk avoidance
 - My life is in God's hand; fatalism, little control over environment
 - Respect for nature
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How Different: Misconceptions of Hispanic Markets

- Poor
 - Do not use the Internet
 - Only Spanish
 - All Immigrants
 - It's a race
 - Hispanics will assimilate
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How Different: Low Income or Poor?

- Lower income shoppers outspend affluent types
 - \$84B in incremental packaged good business
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Source: IRI Study 2007



How Different: Increasingly Mobile

- Prosperous Hispanic households (\$100K+) grew 137% between 1990-2000 (U.S. Census)
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The same? Key Definitions and Segmentation Criteria




Assimilated




Acculturated

“A tendency toward acculturation or biculturalism is now the strongest emotional objective most frequently endorsed by Hispanics”...Korsenny




Different or the same: What a good marketer should ask

- ★ What is my target?
 - ★ What will be the right motivational appeal to emotionally reach Hispanics?
 - ★ Is there one positioning that can work with Hispanics and non-Hispanics?
 - ★ What are the elements of cultural identification that I need to have in my ad/campaign?
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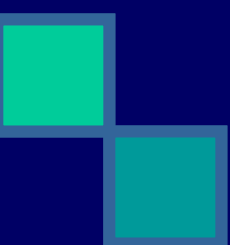



How Different: Inspiring New Products

- Tampico
 - Miller with Lime
 - Sprint PCS
 - Colgate-Palmolive
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Lessons Learned

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- Rigorous marketing principles
 - Culture is not language
 - Interest, life-stage and level of acculturation
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Multicultural Marketing Program



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graph LR; Business <--> Academia; Academia <--> Society
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Business

Academia

Society

Linking new worlds.